

Labor Force

A diverse and abundant supply of skilled labor has been a major consideration for companies locating and expanding in Placer County. This section covers labor force participation, employment growth and growth by sector, wages, major employers, employee recruiting and training programs.

Labor Force Participation

Figure 40 contains information related to labor force participation for California, the Bay Area, the Greater Sacramento Area, Placer County, and selected cities within Placer County in 1997 and 2002. As shown, the civilian labor force in Placer County increased by over 25 percent between 1997 and 2002. This is a significantly higher growth in labor force participation than in the state, which grew by approximately nine percent, and is much higher than in the Greater Sacramento Area, where labor force participation grew by 15 percent. The labor force participation growth rates for the selected cities within Placer County were very similar ranging around 25 percent.

FIGURE 40
LABOR FORCE PARTICIPATION

<i>Area</i>	<i>1997</i>	<i>2002</i>	<i>Percent Change</i>
California	15,947,200	17,404,600	9.1%
Bay Area	3,518,300	3,736,400	6.2%
Greater Sacramento Area	884,700	1,018,600	15.1%
Placer County	110,700	138,800	25.4%
Cities in Placer County			
Auburn	6,360	7,990	25.6%
Colfax	740	930	25.7%
Lincoln	4,210	5,280	25.4%
Loomis	3,540	4,450	25.7%
Rocklin	12,890	16,180	25.5%
Roseville	29,110	36,550	25.6%

Sacramento Regional Research Institute, December 2003
Data Source: Employment Development Department, Labor Market Information

Employment Growth

Figure 41 presents the civilian labor force, employment, unemployment, and the unemployment rate for California, the Bay Area, the Greater Sacramento Area, Placer County, and selected cities within Placer County for the years 1997 through 2002. Over the past five years, unemployment rates have been much lower for Placer County than for the state and the Greater Sacramento Area, which is indicative of the increasing employment opportunities in the area. The unemployment rates in the Bay Area were similar to those of Placer County and the selected cities within Placer County. However, Placer County was able to maintain a fairly low unemployment during the most recent slow down in the economy. In 2002, Placer County had the lowest unemployment rate (4.5 percent) of all the regions.

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FIGURE 41
LABOR FORCE AND EMPLOYMENT

<i>Area/Factor</i>	<i>1997</i>	<i>1998</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>
California						
Labor Force	15,947,200	16,336,500	16,596,500	16,884,200	17,182,900	17,404,600
Employment	14,942,500	15,367,500	15,731,700	16,048,900	16,260,100	16,241,800
Unemployment	1,004,700	969,000	864,800	835,300	922,800	1,162,800
Unemployment Rate	6.3%	5.9%	5.2%	4.9%	5.4%	6.7%
Bay Area						
Labor Force	3,518,300	3,582,600	3,633,600	3,732,600	3,779,700	3,736,400
Employment	3,385,200	3,456,300	3,524,000	3,639,200	3,626,300	3,494,500
Unemployment	133,100	126,300	109,600	93,400	153,400	241,900
Unemployment Rate	3.8%	3.5%	3.0%	2.5%	4.1%	6.5%
Greater Sacramento Area						
Labor Force	884,700	903,900	934,900	956,600	984,900	1,018,600
Employment	831,800	853,900	892,200	912,700	939,700	960,500
Unemployment	52,900	50,000	42,700	43,900	45,200	58,100
Unemployment Rate	6.0%	5.5%	4.6%	4.6%	4.6%	5.7%
Placer County						
Labor Force	110,700	114,000	120,900	125,600	134,000	138,800
Employment	105,600	109,300	117,000	121,600	129,300	132,500
Unemployment	5,100	4,700	3,900	4,000	4,700	6,300
Unemployment Rate	4.6%	4.1%	3.2%	3.1%	3.5%	4.5%
Cities in Placer County						
Auburn						
Labor Force	6,360	6,560	6,960	7,240	7,710	7,990
Employment	6,110	6,330	6,770	7,040	7,480	7,670
Unemployment	250	230	190	200	230	320
Unemployment Rate	4.0%	3.6%	2.8%	2.7%	3.0%	4.0%
Colfax						
Labor Force	740	760	800	830	890	930
Employment	710	730	780	810	860	890
Unemployment	30	30	20	20	30	40
Unemployment Rate	4.3%	3.9%	3.0%	3.0%	3.3%	4.3%
Lincoln						
Labor Force	4,210	4,330	4,580	4,760	5,080	5,280
Employment	3,980	4,120	4,410	4,580	4,870	5,000
Unemployment	230	210	170	180	210	280
Unemployment Rate	5.4%	4.8%	3.8%	3.7%	4.1%	5.3%
Loomis						
Labor Force	3,540	3,650	3,870	4,010	4,290	4,450
Employment	3,380	3,500	3,750	3,890	4,140	4,250
Unemployment	160	150	120	120	150	200
Unemployment Rate	4.5%	4.0%	3.1%	3.1%	3.4%	4.4%
Rocklin						
Labor Force	12,890	13,280	14,090	14,630	15,610	16,180
Employment	12,330	12,770	13,660	14,200	15,100	15,490
Unemployment	560	510	430	430	510	690
Unemployment Rate	4.3%	3.8%	3.0%	3.0%	3.3%	4.3%
Roseville						
Labor Force	29,110	29,990	31,700	33,010	35,230	36,550
Employment	27,700	28,700	30,690	31,910	33,930	34,800
Unemployment	1,410	1,290	1,080	1,100	1,300	1,750
Unemployment Rate	4.8%	4.3%	3.4%	3.3%	3.7%	4.8%

Sacramento Regional Research Institute, December 2003
Data Source: Employment Development Department, Labor Market Information

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Employment Growth Sectors

Figure 42 contains information about wage & salary employment by sector in Placer County for the years 1997 and 2002. During that time, total non-farm employment increased by approximately 36 percent. The largest increase from 1997 to 2002 was in Building Foundation & Exterior Contractors (200 percent) and Clothing & Clothing Accessories Stores (200 percent), followed by Specialty Trade Contractors (155 percent), Building Finishing Contractors (155 percent), Computer Systems Design & Related Services (150 percent), and Other Financial Activities (150 percent).

FIGURE 42
EMPLOYMENT BY INDUSTRY IN PLACER COUNTY

<i>Sector</i>	<i>1997</i>	<i>2002</i>	<i>Growth Rate</i>
Total, All Industries	88,700	120,500	35.9%
Total Farm	400	300	-25.0%
Total Nonfarm	88,300	120,200	36.1%
Total Private	73,900	100,700	36.3%
Goods Producing	15,300	22,500	47.1%
Natural Resources and Mining	100	100	0.0%
Construction	6,600	14,400	118.2%
Construction of Buildings	2,000	3,500	75.0%
Heavy and Civil Engineering Construction	800	1,200	50.0%
Specialty Trade Contractors	3,800	9,700	155.3%
Building Foundation and Exterior Contractors	1,000	3,000	200.0%
Building Equipment Contractors	1,200	2,900	141.7%
Building Finishing Contractors	1,100	2,800	154.5%
Other Specialty Trade Contract	600	1,000	66.7%
Manufacturing	8,500	8,100	-4.7%
Durable Goods	7,500	7,000	-6.7%
Computer and Electronic Product Manufacturing	4,200	3,800	-9.5%
Computer and Peripheral Equipment Manufacturing	3,300	3,300	0.0%
Semiconductor and Electronic Component Manufacturing	100	100	0.0%
Residual-Communications Equipment Manufacturing	800	300	-62.5%
Residual-Miscellaneous Manufacturing	3,300	3,200	-3.0%
Nondurable Goods	1,000	1,100	10.0%
Food Manufacturing	100	100	0.0%
Residual-Beverage and Tobacco Product Manufacturing	900	1,000	11.1%

Sacramento Regional Research Institute, December 2003
Data Source: Employment Development Department, Labor Market Information

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**FIGURE 42 (CONTINUED)
EMPLOYMENT BY INDUSTRY IN PLACER COUNTY**

<i>Sector</i>	<i>1997</i>	<i>2002</i>	<i>Growth Rate</i>
Service Providing	73,000	97,700	33.8%
Trade, Transportation and Utilities	17,300	23,700	37.0%
Wholesale Trade	2,500	3,100	24.0%
Merchant Wholesalers, Durable Goods	1,400	1,900	35.7%
Merchant Wholesalers, Nondurable Goods	900	1,000	11.1%
Wholesale Electronic Markets and Agents and Brokers	200	200	0.0%
Retail Trade	12,800	17,600	37.5%
Motor Vehicle and Parts Dealer	2,600	3,400	30.8%
Building Material and Garden Equipment Stores	1,100	1,700	54.5%
Food and Beverage Stores	3,000	3,500	16.7%
Grocery Stores	2,700	3,100	14.8%
Residual-Specialty Food Stores	300	400	33.3%
Health and Personal Care Stores	600	900	50.0%
Clothing and Clothing Accessories Stores	500	1,500	200.0%
Sporting Goods, Hobby, Book and Music Stores	700	1,000	42.9%
General Merchandise Stores	1,500	2,400	60.0%
Residual-Miscellaneous Store Retailers	2,700	3,100	14.8%
Transportation, Warehousing and Utilities	2,000	3,000	50.0%
Information	1,800	2,700	50.0%
Publishing Industries (except Internet)	600	1,300	116.7%
Telecommunications	900	900	0.0%
Telecommunications Resellers	600	300	-50.0%
Residual-Other Telecommunications	300	600	100.0%
Residual-Other Information Services	300	600	100.0%
Financial Activities	5,000	7,800	56.0%
Finance and Insurance	3,100	5,200	67.7%
Credit Intermediation and Related Activities	1,800	2,800	55.6%
Depository Credit Intermediation	900	1,600	77.8%
Nondepository Credit Intermediation	500	500	0.0%
Activities Related to Credit Intermediation	400	800	100.0%
Residual-Other Finance	200	500	150.0%
Insurance Carriers and Related	1,100	1,900	72.7%
Real Estate and Rental and Leasing	2,000	2,600	30.0%
Real Estate	1,500	2,000	33.3%
Residual-Rental and Leasing Services	500	600	20.0%
Professional and Business Services	9,700	12,900	33.0%
Professional, Scientific and Technical Services	2,700	4,400	63.0%
Accounting, Tax Preparation and Bookkeeping Services	400	500	25.0%
Architectural, Engineering and Related Services	700	1,200	71.4%
Computer Systems Design and Related Services	200	500	150.0%
Residual-Other Professional, Scientific and Technical Services	1,300	2,200	69.2%
Management of Companies and Enterprises	2,800	1,700	-39.3%
Administrative and Support and Waste Services	4,300	6,800	58.1%
Administrative and Support Services	4,100	6,600	61.0%
Employment Services	1,700	3,100	82.4%
Investigation and Security Services	100	300	200.0%
Services to Buildings and Dwellings	1,400	1,900	35.7%
Residual-Other Support Services	1,000	1,400	40.0%
Waste Management and Remediation Services	200	200	0.0%

Sacramento Regional Research Institute, December 2003
Data Source: Employment Development Department, Labor Market Information

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FIGURE 42 (CONTINUED)
EMPLOYMENT BY INDUSTRY IN PLACER COUNTY

<i>Sector</i>	<i>1997</i>	<i>2002</i>	<i>Growth Rate</i>
Educational and Health Services	8,900	12,000	34.8%
Educational Services	1,000	1,800	80.0%
Health Care and Social Assistance	8,000	10,200	27.5%
Ambulatory Health Care Services	3,200	4,400	37.5%
Hospitals	1,200	2,100	75.0%
Nursing and Residential Care Facilities	2,100	1,500	-28.6%
Social Assistance	1,500	2,100	40.0%
Leisure and Hospitality	12,600	14,900	18.3%
Arts, Entertainment, and Recreation	2,700	2,700	0.0%
Accommodation and Food Service	9,900	12,200	23.2%
Accommodation	1,900	2,300	21.1%
Food Services and Drinking Places	7,900	9,900	25.3%
Full-Service Restaurants	3,500	4,900	40.0%
Limited-Service Eating Places	4,100	4,400	7.3%
Residual-Special Food Services	400	500	25.0%
Other Services	3,300	4,200	27.3%
Repair and Maintenance	1,600	2,100	31.3%
Personal and Laundry Services	1,700	2,100	23.5%
Government	14,400	19,500	35.4%
Federal Government	600	700	16.7%
Other Federal Government	600	700	16.7%
State and Local Government	13,800	18,800	36.2%
State Government	500	600	20.0%
Other State Government	500	600	20.0%
Local Government	13,300	18,300	37.6%
Local Government Education	8,700	12,500	43.7%
County	2,500	3,100	24.0%
City	1,400	1,900	35.7%
Other Local Government	700	700	0.0%

Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, Labor Market Information

Wages

Figure 43 shows wages for employees in selected occupations. Since this data is not available by county, the wages shown are for the entire Sacramento Primary Metropolitan Statistical Area (PMSA) that includes El Dorado, Placer, and Sacramento Counties.

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**FIGURE 43
PRIVATE SECTOR WAGES IN 2002**

<i>Occupational Title</i>	<i>Mean Annual Wage</i>
Computer Software Engineers, Systems Software	\$85,016
Pharmacists	\$82,385
General and Operations Managers	\$81,823
Real Estate Brokers	\$80,812
Electrical Engineers	\$77,115
Advertising and Promotions Managers	\$70,527
Industrial Engineers	\$68,029
Civil Engineers	\$66,584
Computer Programmers	\$66,429
Financial Analysts	\$61,674
Computer Systems Analysts	\$61,532
Operations Research Analysts	\$59,928
Registered Nurses	\$59,570
Database Administrators	\$57,423
Police and Sheriff's Patrol Officers	\$56,648
Multi-Media Artists and Animators	\$47,953
Legal Secretaries	\$41,748
Child, Family, and School Social Workers	\$35,190
Emergency Medical Technicians and Paramedics	\$32,810
Construction Laborers	\$31,289
Data Entry Keyers	\$25,292
Retail Salespersons	\$21,808
Packers and Packagers, Hand	\$17,817

Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, OES Employment and Wages by Occupation

Note: Data is for the Sacramento PMSA.

Major Employers

Figure 44 lists the largest private sector employers in Placer County. The employers primarily represent the manufacturing, computer, health and tourism sectors.

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FIGURE 44
LARGEST PRIVATE SECTOR EMPLOYERS IN PLACER COUNTY

<i>Name – City</i>	<i>Industry</i>	<i>Number of Employees</i>
Hewlett-Packard - Roseville, Rocklin	Computer & Office Equipment-Manufacturing	4,500
Kaiser Medical Center & Offices - Roseville	Hospitals	2,347
Squaw Valley Ski Corp - Olympic Valley	Misc. Amusement, Recreation Services	1,600
Sutter Roseville Medical Center - Roseville	Hospitals	1,460
Union Pacific	Transportation, Railroad	1,093
Pride Industries - Auburn, Roseville	Individual & Family Services	1,050
SureWest - Roseville	Telecommunication Services	1,000
Sutter Auburn Faith Hospital - Auburn	Hospitals	750
NEC Electronics USA Inc - Roseville	Electronic Components & Accessories	670
Resort at Squaw Creek - Olympic Valley	Misc. Amusement, Recreation Services	650
Alpine Meadows Ski Resort - Olympic Valley	Misc. Amusement, Recreation Services	500
Earthlink Inc. - Roseville	Telecommunication Services	490
Nordstrom's - Roseville	Retail, Department Store	450
Agilent Technologies - Roseville	Manufacturing	450
Coherent Auburn Group - Auburn	Electronic Components & Accessories	329
Sierra Pacific Industries - Lincoln	Sawmills & Planing Mills	300
Oracle Corp - Rocklin	Computer & Data Processing Services	200

Sacramento Regional Research Institute, December 2003

Data Source: Above listed companies. Current as of December 2003.

Figure 45 lists the number of establishments by industry in Placer County as well as the average monthly employees in each industry. The Construction, Retail Trade, and Other Services industries have the largest number of establishments in the county. In terms of average monthly employment, the Construction, Retail Trade, and Accommodation & Food Services sectors have the largest employment.

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FIGURE 45
NUMBER OF ESTABLISHMENTS BY INDUSTRY IN
PLACER COUNTY
(1st QUARTER 2003)

<i>Industry</i>	<i>Number of Establishments</i>	<i>Average Monthly Employment</i>
Total All Private Industries	8,855	107,589
Agriculture, Forestry, Fishing and Hunting	71	409
Mining	8	95
Utilities	18	459
Construction	1,429	15,713
Manufacturing	322	9,979
Wholesale Trade	330	2,448
Retail Trade	1,043	18,795
Transportation and Warehousing	157	1,682
Information	141	2,713
Finance and Insurance	533	5,972
Real Estate and Rental and Leasing	449	2,948
Professional and Technical Services	890	4,841
Management of Companies and Enterprises	48	1,875
Administrative and Waste Services	465	6,743
Educational Services	104	1,711
Health Care and Social Assistance	764	10,225
Arts, Entertainment, and Recreation	124	3,922
Accommodation and Food Services	609	13,678
Other Services	1,329	3,330
Unclassified	21	43
Total Government		
Federal Government	36	666
State Government	14	355
Local Government	207	14,183

Sacramento Regional Research Institute, December 2003

Data Source: California Employment Development Department, Labor Market Information

Note: Average monthly employment is an average for the entire year and includes full and part-time employees.

Figure 46 names some the companies that expanded or relocated to Placer County between 1999 through 2003.

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FIGURE 46
COMPANY FACILITIES EXPANDED OR RELOCATED TO PLACER COUNTY
BETWEEN 1999 AND 2003

<i>Company</i>	<i>City/County</i>	<i>Industry</i>	<i>Projected Employment</i>
The Gap	Placer County	Call Center	1,000
Earthlink, Inc.	Roseville	Telecommunications	540
Agilent Technologies	Roseville	Manufacturing	450
Ace Hardware Corporation	Rocklin	Retail Support Center	300
Greenheck Fan Corporation	Placer County	Manufacturing	200
NextLink	Roseville	Internet Service Provider	200
Oracle	Rocklin	Software Developer	200
Esurance	Rocklin	Online Auto Insurance	90
Performance Polymer Technologies	Roseville	Headquarters	50
Schott Applied Power Corp.	Rocklin	Solar Energy Systems	34
Galil Motion Control	Rocklin	Robotic Controls	30
Dovebid Test & Measurement Group	Roseville	Electronic Test & Measurement Devices	20

Sacramento Regional Research Institute, December 2003

Data Source: Sacramento Area Commerce and Trade Organization, "Located Companies List," August 2003

Placer County Office of Economic Development

Employee Recruitment and Training Programs

Golden Sierra One-Stop Career Center

The On-the-Job Training program sponsored by the Golden Sierra Job Training Agency meets specific employment needs through employee recruitment and training programs and employee placement assistance. On-the-Job Training agreements are individually negotiated and usually average three months. An applicant's experience and job complexity determines the amount of time needed for training. An employer may be reimbursed up to 50 percent of the gross wages paid to the employee during this training period.

Golden Sierra also operates a One-Stop Career Center, providing a comprehensive array of information and services integrating local labor market, vocational schools/community colleges, job match data, resume assistance, internet access to job announcements, and an on-site representative from the local Employment Development Department.

Employment Training Panel

The Employment Training Panel is a California State agency created in 1982 as a cooperative business-labor program to retrain workers. The Panel was designed to fund training that meets the needs of employers for skilled workers and the need of workers

for good, long-term jobs. This employer-supported training is used to improve the economic climate by training new workers and retraining workers in danger of being laid off as a result of technological advancements in the workplace, and because of foreign and domestic competition.

The Employment Training Panel provides funding for training programs in private industry that can be used to train new hires (unemployment insurance recipients), welfare recipients, small business owners (entrepreneurs), and to retain current employees. The Panel also contracts with employers, training agencies (schools) and employer groups to reimburse training costs through performance-based agreements.

CalWORKS Program

CalWORKS is an employment and training program for people who have been receiving temporary assistance for needy families and are ready to re-enter the workforce. The CalWORKS program provides a number of services to prepare a potential employee to be competitive in the local labor market. It also provides a variety of services to prospective employers. Applicants are screened to meet specific qualifications and referrals, and are scheduled at the convenience of the employer.

The benefits of the CalWORKS program include the following:

- Quality employees of your choice
- No fee employment service
- Potential qualification for tax credits
- Potential reimbursement for on-the-job training
- Recognition for community involvement

Sierra College

Placer County offers small business assistance programs through the Sierra College Small Business Development Center (SBDC) and the Sierra Economic Development District (SEDD). SBDC offers counseling, training, and support for businesses. SBDC covers topics such as business startup and acquisition, sources of capital, marketing, government procurement, accounting, financial analysis, inventory, research, personnel, and many more programs. Information regarding SBDC can be found on their web site at www.sbdcsierra.org.

SEDD's primary goal is to alleviate unemployment and underemployment by expanding industrial, resource, and small business development by preserving the quality of life in the Sierra Nevada Foothills. SEDD provides Small Business Administration micro-loans to help support business initiation or expansion. SEDD also helps cities start their own business loan program. In addition, they assist jurisdictions in obtaining funding for infrastructure required for economic expansion.